ELVIS AT THE FOX 1956

1956 was the break-through year for the 21-year old Elvis Presley who was regarded as stunningly beautiful, as well as talented, in a whole new genre of his own creation. Here he radiates boyish charm in a publicity shot for his September, 1956 "Ed Sullivan Show" appearance, a live telecast on the Columbia Broadcasting System.

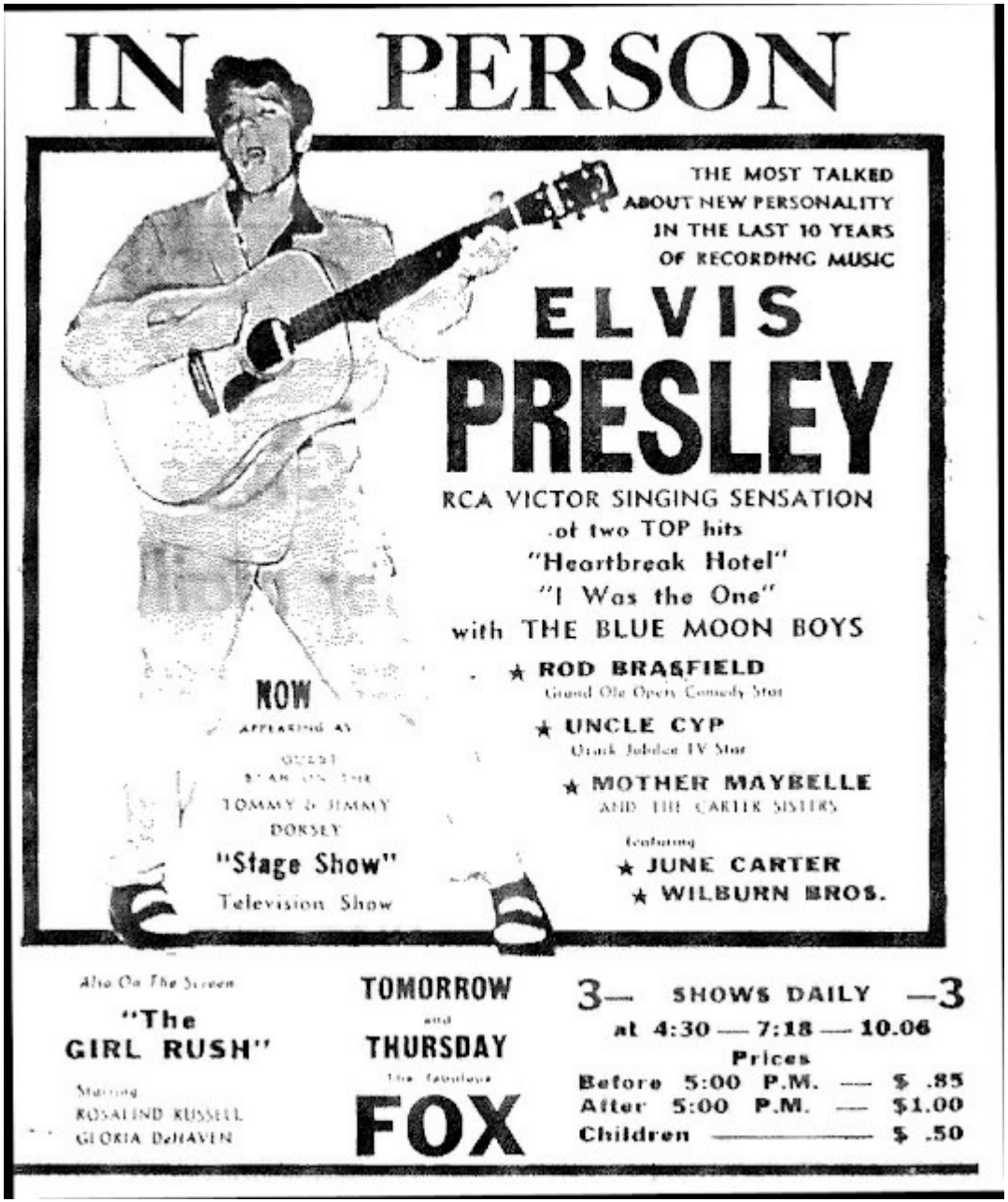
Describing meeting Elvis in 1957, songwriter Jerry Leiber (who co-wrote "Hound Dog") said this about the new Star:

Leiber My heterosexual credits have long been established, so I can comfortably say that the first thing that hit me when I walked into the recording studio and found myself standing next to Elvis Presley was his physical beauty. Far more than his pictures, his actual presence was riveting. He had a shy smile and quiet manner that were disarming.

Elvis appeared at The Atlanta Fox (then a first-run Picture Palace) on March 14th and 15th, 1956, photo courtesy Janice McDonald.

IN PERSON - ON THE STAGE - THREE TIMES DAILY
ELVIS PRESLEY - TV & RECORDING STAR - HIS STAGE SHOW
ON THE SCREEN
"SQUARE JUNGLE"
ELVIS PRESLEY AND HIS STAGE SHOW IN PERSON
ON THE SCREEN - TONY CURTIS IN "THE SQUARE JUNGLE"
CAROUSEL
Presley

The advertisements:



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IN PERSON

the Most Talked-About New Personality
in the last 10 Years of Recorded Music

AND HIS ALL-STAR PROGRAM

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I FORGOT TO REMEMBER TO FORGET ——— MYSTERY TRAIN
THAT'S ALL RIGHT ——— BLUE MOON OF KENTUCKY
GOOD ROCKIN' TONIGHT—I DON'T CARE IF THE SUN DON'T SHINE
MILK COW BLUES BOOGIE ——— YOU'RE A HEARTBREAKER
I'M LEFT, YOU'RE RIGHT, SHE'S GONE ——— LET'S PLAY HOUSE

Available At:

JIM SALLEE RECORD SHOP

3098 Roswell Road, N. W. **EXchange 3858**

The advance write-up:

ATLANTA JOURNAL 3/11/1956

Hillbilly Star Will Appear On Fox Stage

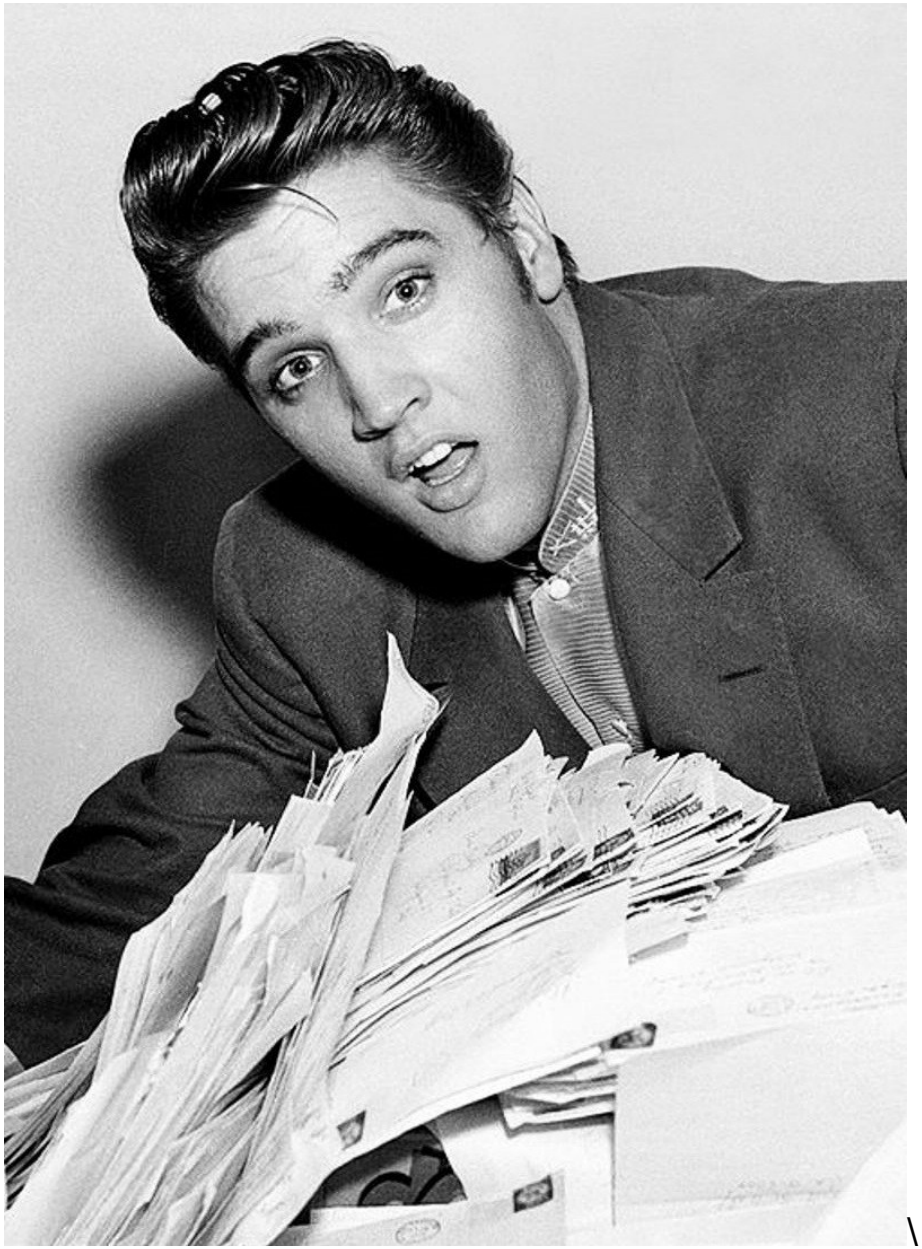
Elvis Presley, the newest semihillbilly singing sensation, will appear on stage at the Fox Theater Wednesday and Thursday during the matinee and evening shows.

Presley, now an RCA-Victor recording artist, has appeared on the Tommy and Jimmy Dorsey TV Stage Show. New York night club columnist Earl Wilson has compared him to Johnny Ray, and the young singer is currently considering contract bids from Hollywood.

Appearing with Presley will be the Blue Moon Boys, singing their newest record hits, "Heartbreak Hotel" and "I Was the One."

Also appearing at the matinee and two evening performances will be Rod Brasfield, radio comedy star; Uncle Cyp, of the "Ozark Jubilee" TV show; Mother Maybelle and the Carter Family, and the Wilburn Brothers, Teddy and Doyle.

A full screen program will be presented.



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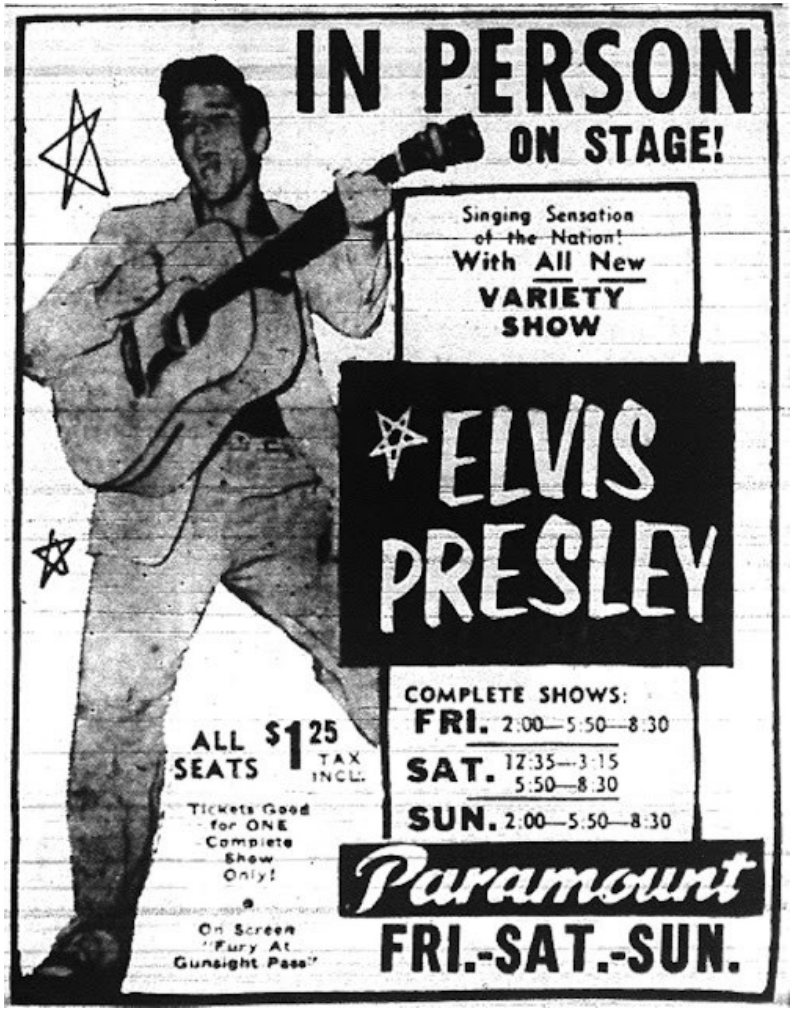
Less than three months after Elvis played The Fox, he returned to town (on June 22nd, 1956) to play The Paramount , located downtown next to the Loew's Grand.



The Paramount was the first Atlanta Movie Palace to be demolished, shown here after the final curtain in July, 1960.

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To read more at Scotty's Moore's website, click here. Moore was Elvis' guitarist, and he passed away in 2016.

To view the Master Index of all of Bob Foreman's posts, click here.

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